

# Montana WIC

Nutrition Program for Women, Infants and Children

## Breastfeeding Education Plan SAMPLE

Fiscal Year: 2013-2014

Local Agency: State of Montana

Breastfeeding Coordinator: Kate Girard, RD, CLC

Describe needs of local clinic, participant population and/or staff:

Our population has very low rates of breastfeeding. Part of the problem is that our local providers and hospital do not provide our mothers with referrals for support, such as WIC and local lactation counselors.

Choose at least one area of focus for Breastfeeding Education in your local agency:

- ☐ Clinic environment: Promote breastfeeding through visual aids such as bulletin boards, posters & handouts
- ☐ Staff competency: Provide staff with training in breastfeeding
- ☒ Community: Collaborate with local providers and groups to support breastfeeding mothers

Describe activities associated with focus area:

Our breastfeeding coordinator, with help from the peer counselors, will provide additional outreach to local providers and the local hospital. They will educate these providers about WIC breastfeeding services and the peer counselor program. All staff will also ensure all pregnant women are educated about breastfeeding resources in the local area (handout developed).

Briefly describe prior year activities including any successes or challenges:

Last year we trained a new breastfeeding counselor who is now doing a fabulous job! She has started support groups monthly with WIC moms and is in working in the clinic most days so she can personally meet as many pregnant participants as possible.